Uber Trip Analysis Dashboard

Dashboard 1: Overview Analysis

Analyze Uber trip data using Power BI to gain insights into booking trends, revenue, and trip efficiency.

Key KPIs:

- **Total Bookings** – Number of trips booked.
- **Total Booking Value** – Total revenue from bookings.
- **Avg. Booking Value** – Revenue per trip.
- **Total Trip Distance** – Overall distance covered.
- **Avg. Trip Distance** – Average trip length.
- **Avg. Trip Time** – Average trip duration.

Insights & Enhancements:

✓ Identify trends in bookings, revenue, and trip efficiency.

✓ Optimize pricing models and customer satisfaction.

✓ Use dynamic charts with measure selectors for key metrics.

✓ Add slicers, tooltips, and conditional formatting for deeper analysis.

Dashboard 2: Time Analysis

Understand trip patterns based on time to optimize pricing and driver availability.

Visuals:

- **Pickup Time (10-min intervals)** – Identify peak demand times.
- **Bookings by Day** – Analyze weekday vs. weekend trends.
- **Hourly Heatmap** – Highlight peak hours across different days.

Dashboard 3: Detailed View

A grid-based tab for in-depth trip data exploration.

Features:

✓ **Drill-through functionality** – View detailed trip records.

✓ **Bookmark for full data** – Toggle between filtered and complete datasets.

✓ **Export options** – Download raw data for further analysis.